Writer, Communications – Part-Time (Newark, DE)

The College of Engineering (COE) at the University of Delaware has an open position for a Writer on the Communications Team. This is a part-time (20-30 hours per week), non-benefited, temporary position. The initial contract is for four months with the possibility for renewal based on available funding and job performance.

Under the general supervision of the COE Interim Director of Communications, the Writer works closely with the COE Communications Team to develop compelling and engaging content that showcases the College’s research, education, and strategic initiatives in order to increase its national and regional reputation, attract students, showcase the college’s impact on the state of Delaware and beyond, and engage alumni and donors. Working with the COE Communications team, the Writer will identify target audiences and create engaging and compelling content for print and digital platforms that encourages readers to take an appropriate action.

Responsibilities:

- Write and produce stories for various COE and UD marketing channels, including UDaily, websites, targeted email communication and social media.
- Write and produce the weekly *Fundamental* electronic newsletter to COE faculty and staff.
- Write and produce the monthly Dean’s electronic newsletter to COE alumni and strategic stakeholders.
- Edit UDaily stories for inclusion in departmental magazines.
- Proofread brochures, flyers, webpages and other print and digital materials, ensuring consistency and compliance with University brand standards.
- Assist with the administration and maintenance of the COE website and social media accounts for the promotion of the College, faculty, students and staff.
- Measure content performance using appropriate tools and techniques.
- Liaise with units across the university to advise and ensure messages align with the goals of UD and maintain UD’s style, tone, voice and branding.
- Report and escalate communications initiatives to the Interim Communications Director as needed.
- Other duties as assigned.

Qualifications:

- Degree in marketing, business, communications or professional writing.
- 3+ years of experience writing scholarly and promotional content for a variety of audiences.
- Strong interpersonal skills; able to work effectively with a range of professionals, including administration, faculty, staff, students and partners.
- Strong familiarity with a variety of digital marketing channels including web, social and email programs, able to repurpose content to optimize distribution. Knowledge of concepts or trends in social media and SEO a plus.
- Able to work independently, handle multiple tasks simultaneously and accurately, effective at setting priorities to meet competing deadlines.
● Experience working within brand standards, policies and procedures preferred.

Contact: Submit a resume and contact information for 2 professional references to Joy Smoker, jsl@udel.edu. Applications will be reviewed as they are received. Position open until filled.

Employment offer will be conditional upon successful completion of a criminal background check. A conviction will not necessarily exclude you from employment.